



WIRELESS TELECOM GROUP REVOLUTIONIZES THEIR BUSINESS

WITH THE HELP OF SWK & NECTARI BUSINESS INTELLIGENCE

CLIENT: **WIRELESS
TELECOM GROUP**

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Robert Censullo
CFO
Wireless Telecom Group

“Within one year of implementing Nectari, we realized a 15% growth in revenue and saved an average of \$250,000 in personnel costs alone.”

Wireless Telecom Group (WTG), a technology company serving a multitude of industries across the globe, provides a boutique-like service in a unique industry. They provide technology booster systems to large, complex companies including large-scale commercial operations, large military defense contractors, and direct government entities like the United States Navy and the United States Army.

EXPONENTIAL GROWTH CALLS FOR A MORE DYNAMIC SYSTEM

WTG was experiencing rapid growth. They were also quickly becoming a more dynamic company. They needed a sophisticated software solution to replace their old system, Macola, an ERP system tailored to smaller manufacturing companies. As they were searching for a new business software and provider, they found Sage Enterprise Management (formerly Sage X3) plus Nectari business intelligence, and SWK Technologies.

“We needed a powerful tool to allow us to compete like a large company, yet still be run by our six-member accounting team,” states Censullo, WTG's then-CFO. “We were referred to SWK during the implementation of Sage [Enterprise Management]. They were the known experts for not only Sage [Enterprise Management], but for the financial reporting and configuration we needed. After meeting with the SWK team we knew they were a perfect fit for us.”

Tracking the millions of moving parts in WTG's business is a constant and huge undertaking. In order to efficiently track their end-user customer sites, analyze how each piece works, and proactively anticipate when to replace the evolving technology, WTG needed a system that could automate their operation.

BIG DATA GETS ORGANIZED

“Although we had a powerful ERP system within Sage [Enterprise Management], we needed a data tool to organize our information better,” says Censullo. “We have data coming from multiple sources. But big data flowing our way was of little use until we could organize it in a way that was most useful to our team. SWK showed us Nectari and it was clear that this product was the missing piece. It integrated beautifully with Sage Enterprise Management and would be the tool that allowed us to interpret what is really happening in our business.”

CLEAR INFORMATION RESULTS IN SUCCESS

For WTG, Nectari business intelligence and the services of SWK have had a very powerful impact on their business. “We now have useful data the way we want it,” says Censullo. “Nectari allows us to take an overwhelming amount of business intelligence data and dissect it in a way that enables us to make invaluable business forecasting decisions.”

“Another huge improvement was consolidating our three entities, Noisecom, Booten, and Microlab, into one seamless financial report,” says Censullo. “Where our reporting was disparate and painful in the past, now we can individually manage and analyze three business segments yet merge data for reporting of the overall company with ease. On top of that, we are thrilled our employees are able to use the tool on their own. Our team members are discovering more information about their section of the business and they create new solutions to keep us on a continued success path.”

“I hear horror stories of software implementations gone very bad. Thankfully, we had SWK every step of the way,” touts Censullo. “SWK is committed to our success, and being resource strapped, we have them on the outside to guide us to success. We would not be able to grow our business and implement this kind of software along with the intricate business processes without our team members at SWK. They have been our guide to revolutionizing how we analyze our business and we consider them an extremely valuable asset to our company.”

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